



For Immediate Release

TALTARNI WINS AWARD FOR BEST PACKAGING

Melbourne, 14th June, 2005 – Taltarni's new creative wine image was recently announced as best packaging at the *Melbourne Advertising Design Club (MADC)* awards.

Success of Taltarni's new labels and packaging was highlighted when designers, *Cornwell Design*, were awarded Silver for Best Packaging for re-branding Taltarni wines. *Cornwell* created Taltarni's stunning *Cephas* label for launch in 2000. Initial success saw *Cornwell* selected again to redesign the labels of Taltarni's complete wine portfolio, apart from Taltarni's three sought-after sparkling wines; *Clover Hill*, *Taltarni Brut* and *Taltarni Brut Taché*. Label redesign was supported by complementary new cartons and bottle shape design reinforcing the coherence of Taltarni's family of wines and giving the wines a more beautiful look.

The section for Best Packaging comprised about 25 entries including submissions from *Beringer Blass*, *Virgin Blue*, *J.Boag & Son*, *Carlton & United Beverages* and *Cumulus Wines* for their *Climbing Ladder* label. Assessment was based on a brief evaluation of the designer's objectives but principally the perceived judgment of the packaging and positioning from the end consumer. "Whilst the focus for many entrants in this category were toward the label, Taltarni's branding excelled by attention to detail in its complete look and feel - encompassing bottle structure, typography, balance, stylish but contemporary colours and simplicity of design," said MADC judge David Finnigan.

Wine packaging judged included the yet to be released *Taltarni Cabernet Sauvignon 2002* and *Taltarni Pyrenees Shiraz 2002* presented in a new 750ml reverse taper, high shouldered bottle with a more refined, contemporary look label. Retaining the essence of the historic label design the famous Taltarni cartouche remains but is illustrated using a more stencilled and stylistic appearance.

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Bottle images and samples of the new labels available on request

Media Contact:

For further information, contact Emily White, Public Relations Manager, Taltarni Vineyards.
emilyw@taltarni.com.au - Ph: (03) 9417 9123 - Mobile: 0418 586 598 - www.taltarni.com.au